MANCHESTER ACCOMMODATION BUSINESS IMPROVEMENT DISTRICT LIMITED

BOARD MEETING HELD ON 30th JUNE 2026, 15:00 – 16:30

THE BOARD ROOM, CITYCO, ST GEORGE'S HOUSE, 5TH FLOOR, PETER ST, MANCHESTER M2 3NQ

Present:
Kumar Mishra (Chair) – The Edwardian Manchester
Victoria Curley – Roomzzz
Jodi Hinks – Hyatt Regency & Hyatt House
Tracey Bishop – Premier Inn
Matt Townley - Dakota
Nick Brooks-Sykes – Marketing Manchester
Vaughan Allen – CityCo Manchester
Leigh Richardson – Growth Company
Amanda Maxwell (observer) – Salford City Council

In Attendance
Rachel Kettle – Manchester ABID
Lara Cannon Melchor – Manchester ABID

Apologies
Rebecca Heron – Manchester City Council

1. Welcome, introductions and apologies

The Chair welcomed the Board and apologies from Rebecca Heron were noted.

Conflicts of Interest

No conflicts of interest were raised.

2. Minutes of the last meeting (17th March 2026) and actions **MABID118/26**

The minutes were approved as an accurate record of the meeting and certain actions arising from the last meeting were reviewed:

Action 153 (BVE Evaluation Reports):
Action 166: Historical feedback from post-event surveys to be shared with properties.

Action 154 (ATG): RK had had meeting with the ATG team and would be able to share a link to their event calendar following the meeting. VA also had a meeting in the diary with Robin from ATG.

Action 156 (Delegate Welcome): NBS reported that he was working on a framework following a successful meeting with TfGM and Manchester Central regarding ways to best support Business, Visits & Events collectively as a city.

Action 157 (Newly Eligible Property): RK reported that she had been unable to meet with anyone at the property. The property had had all relevant documents and invoices. The first invoice was noted to be due on 1st July.

Action 159 (Expedia): MT reported that he had an imminent meeting with Expedia scheduled. It was also reported that the Marketing Delivery Lead had been having regular meetings with the Expedia team.

Action 161 (Middle East): NBS had met with the airport team, and they had reported that Middle East airline schedules had returned to previous levels. KM noted softness in that market. JH suggested that graduation activity would provide a useful indicator.

Action 163 (Outstanding Payments): One outstanding levy payer was noted to have entered liquidation. One account had been settled by credit note. One account had been paid in full.

Action 165 (MHA):
Action 167: MT to raise the Board Observer proposal with the MHA Executive.

3. ABID Manager Activity Update **MABID119/26**

The Board gave their formal approval for the ABID to proceed to reballot for a second Term.

RK reported that a few expressions of interest had been received for the working groups, with new memberships to be confirmed.

Action 168: Board members to provide feedback and ideas to inform the development of the Business Plan.

Discussions took place regarding potential changes to the ABID boundary. NBS advised that the pipeline had been reviewed and that relatively few developments sit outside the current boundary. The expectation is that the ABID area will extend to Eastlands but otherwise remain broadly unchanged unless the consultation process informs otherwise.

4. Workstream Updates

Marketing & Communications **MABID120/26**

It was reported that the Delivery Lead was continuing with activity. Communications activity, including PBS show, was noted.

The Board was informed of a new creative approach – "The Real Manchester".

A working group meeting was scheduled for September.

Campaign updates were provided:
- Winter campaign performance results are now available.
- Delivery Lead preparing report to highlight full results and is meeting Board Lead to run through them.
- GCC Influencer campaign remains on hold.
- Summer campaign reported to be performing well.

Business Visits & Events **MABID121/26**

The Meetings Show was reported as successful with a hosted buyer reception attended by approximately 350 delegates. There was strong lead generation with positive partner engagement on the exhibition stand.

The Mbassador database is being refreshed to enable further recruitment, with a networking breakfast event planned at the Museum of Science and Industry.

Convention Bureau updates included:

- CHS information to be shared and a FAM trip scheduled. Discover Manchester stage planned along with sponsored train journey.
- C&IT FAM trip planned.
- Returning to SMU International with a hosted buyers' reception.

The subvention annual report was shared with the Board. NBS noted Manchester continues to compare favourably on cost per delegate. MT questioned the lack of information surrounding the reasons for lost events.
Action 169: Work to be done around subvention pipeline and event losses in collaboration with Manchester Central and the Manchester Convention Bureau.

Consumer Events **MABID122/26**

The latest bidding pot figures were shared along with the event information.

SCENE and Super Duper were both reported to be on track.

A request for additional funding for a music event was presented. The Board agreed in principle.
Action 170: VA to draft email to MCC.

Funding for a sport event was also discussed.
Action 171: Further discussions on collaborative funding approach for sport event.

City Welcome **MABID123/26**

RK reported that the team had shared that current demand for ad hoc cleaning was approaching operational capacity.

KM acknowledged that the cleaning activity within the City Welcome workstream makes a visible impact.

There was an agreement that future requests should be prioritised more strategically.
Action 172: Review engagement tracking to support prioritisation of City Welcome requests.

VA shared that the intention for the future would be for each separate bid (City Centre, ABID and NQ) to have use of their own EV to help with cleaning.

5. ABID Finance Update **MABID124/26**

The unallocated underspend was discussed.
Pipeline openings and closures continue to be monitored to help frame budgeting.

Q1 levy collection was reported to stand at approximately 28%, with most invoices not due until 1 July.

Decision: Delegated authority granted to the Chair to sign off the accounts.
Decision: The Board confirmed that events outside of the initial term would continue to be considered and approved in principle.

6. Payment Challenges **MABID125/26**

The Board considered options relating to outstanding debt recovery for two properties.
Action 173: Continue debt recover through the agreed process, with CityCo Finance leading recovery activity.

7. AOB **MABID126/26**

The next meeting will be on Thursday 22nd October 15:00 – 16:30, location tbc.